

THE FAST TRACK

TO SELLING CONSUMPTION IT AND HPE GREENLAKE

consumERA Accelerator is a TD Synnex global initiative, fast tracking our move into consumption-based IT and maximising our market share in this fast-moving segment. It builds on the core HPE GreenLake platform, our hybrid solutions expertise and our unrivalled vendor and partner ecosystem.

- A small central consumERA team provides core strategy and co-ordinates resources, with the majority of activity delivered via local teams, executing focused plans created by each participating country.
- Core components such as Practice Builder and StreamOne already exist within TD Synnex, other elements unique to the initiative, such as our dedicated HPE GreenLake Evangelists, are already being deployed to work with global sales teams and partners to develop profitable business.
- We are building a consumERA community across TD Synnex, sharing best practice and success stories, and providing access to all the support necessary to develop and close opportunities.



A global initiative with a central local model:

consumERA Accelerator is a TD Synnex global initiative, fast tracking our move into consumption-based IT and maximising our market share in this fast-moving segment.

- Operational in 23 countries across EMEA, North and South America, Asia Pacific
- A small central team manages strategy and resources, including budgets
- Investment is focused at country level, enabling local teams to drive their own HPE GreenLake approach
- Our global community is critical to success, aggregating our total knowledge, sharing best practice and business wins, influencing overall strategy.

Taking a closer look

Key concepts driving HPE GreenLake:

HPE GreenLake is an open and secure edge-to-cloud platform, delivering everything as-a-service and enabling hybrid cloud by combining the benefits of cloud with the safety and security of on-premise. HPE GreenLake:

- Is a business model not a product, requiring a level of business transformation, from CapEx led business to consumption-based selling
- Addresses the 70% of apps and data still residing on premise: in the datacentre, across co-locations and at the edge, connecting public cloud, private cloud and on premise
- Deploys a cloud-native infrastructure on premise, sized for today, scalable for tomorrow
- Manages infrastructure, services and users simply, in one platform and across entire environments
- Delivers cloud-like flexibility and speed, enterprise-class uptime, reliability and stability; eliminating overprovisioning, simplifying budgeting and leveraging single-vendor procurement
- Connects to and secures data at the edge and across the organisation, enabling data-first modernisation and the ability to convert data into useful intelligence



“Consumption-based pricing...

A service provision and payment scheme in which the customer pays according to the resources used” (Techtarget). Common across As-a-Service, cloud and hybrid cloud computing models. Pay-per-use is core to consumERA Accelerator and HPE GreenLake.

“61% of enterprises agreed that their organisations are aggressively shifting toward paying for technology services based on consumption.”

IDC (2021)

Hybrid Cloud

Driven by cost, regulatory and security concerns, organisations are turning away from a cloud only approach, adopting hybrid cloud instead. Hybrid clouds solutions, such as HPE GreenLake, feature mixed compute, storage and services running across public cloud, private cloud and on-premise infrastructure.

In 2021 “the global hybrid cloud market was valued at 85 billion U.S. dollars ... reaching 262 billion U.S. dollars in 2027.”

(Statista 2022)

“For us, it’s not about just being able to consume as-a-service, it’s being able to run your entire business through HPE GreenLake,”

Antonio Neri Oct 2022.

How does consumERA Accelerator work?

We're enabling partners by:

- **Investing in dedicated HPE GreenLake Business Teams** globally; our Evangelists, pre-sales and solution architects are on hand to support every opportunity
- **Driving partner transformation**, moving from traditional sales to becoming consumption-led
- **Streamlining delivery of GreenLake** contracts via our legal and financial expertise
- **Engaging directly with End-User customers**, as an extension of our partner's team
- **Helping partners with key tasks** including; terms, statement of work, consumption-based modelling and utilisation assessments
- **Exploring options** for the partner's value-added services within every project
- **Sharing skills:** In depth training in person through highly accredited trainers or through online platforms
- **Sharing resources:** webinars and events and local GreenLake resources including playbooks, videos and infographics
- **Sharing our experience** of; multiple custom and Quick Quote HPE GreenLake contracts across compute, storage and Aruba, and offering GreenLake Central and Quick Quote demonstrations for partners.

Our engagement model is proven, talk to your local team about the specifics for your country:



Why TD Synnex?

What makes TD Synnex unique?

- The only distributor offering all three major hyperscalers – AWS, Microsoft, Google
- Aligning HPE and TD Synnex toolsets e.g. StreamOne Enterprise Cloud Marketplace
- Going beyond GreenLake, simplifying projects by leveraging our global vendor ecosystem, deep systems integration knowledge and holistic understanding of HPE
- Plugging the cloud skills gap, not only the industry wide shortage of cloud specialists but also within our partner's business as they grow their cloud business practice.



We're rapidly growing market share:

- We're over 50% market share in specific markets and still growing
- We're securing strong market share before competitors lock partners in
- End users like public cloud, but now they're repatriating data to improve costs, control and security
- We're working with traditional partners and reaching out to new partners including Systems Integrators and born-in-the-cloud operations.

What's next?

Most of our activity today is opportunity led, driven by our sales teams from partner conversations.

If you identify an opportunity for hybrid cloud, consumption-based IT or HPE GreenLake specifically get in touch with your local HPE GreenLake Business Team and Evangelist for immediate help and support.

If you'd like to find out more information about the topics highlighted here, you can find more resources, including our consumERA Accelerator core presentation, at our [SharePoint](#) site or speak to your local HPE GreenLake Business Team.